GOVERNMENT OF INDIA
STEEL
LOK SABHA

UNSTARRED QUESTION NO:1192
ANSWERED ON:07.03.2002
DECREASE IN DEMAND OF STEEL PRODUCTS
RAVINDRA KUMAR PANDEY

Will the Minister of STEEL be pleased to state:

(a) whether the sale of goods produced by the Bokaro Steel Plant has come down due to increasing the prices of these goods twice recently;

(b) if so, the details in this regard and the reasons therefor; and

(c) whether the Steel Authority of India Limited has taken any effective steps to facilitate the sale of goods produced by the Bokaro steel Plant ?

Answer

MINISTER OF STATE FOR STEEL (SHRI BRAJA KISHORE TRIPATHY)

(a) No, Sir.

(b) Does not arise.

(c) Steel Authority of India Limited has taken following steps to increase the sale of steel of BSL:

- Advance tie-up with major customers to develop and nurture long term relationship with them.
- Special emphasis on customer contact and nurturing customer loyalty to increase sales.
- Reorganization along product lines for greater focus on products and market segments.
- Special emphasis on sales of value added products
- Close watch on market activity and formulation of strategies accordingly.